

Enclosure #3 – Lab Book



“Lab Book” for FundTheCause

Offensive Documentation for Patent Claims

01/20/00: Inspiration for the business method came while sorting through a stack of fundraising letters from numerous organizations. I make a habit of donating part of my bonus check to causes I like. Since bonus checks commonly appear around Christmas, so do fund raising letters. I kept the ones that arrived if I should get a bonus check.

The inspiration came when I realized I would not receive a bonus check that year, and was preparing to throw-out the fundraising letters. I had a steady income and thought it would be good for me, and for all these organizations, if I could pay them a little each month. This was a non-obvious conclusion as the entire mechanism of fundraising has focused on fundraising campaigns.

I asked myself, how would I like to conduct monthly donations. I weeded-out the negative impacts of monthly donations (writing many checks, postage, keeping track of favored organizations, the likelihood of received more fundraising letters). To each impact I thought of alternatives to reduce or eliminate the impact. By days-end, I had mentally sketched-out the approach for the business method.

Much time passed before I took specific action on the project due to my commitment to other business propositions including MailSafe.

1/21/00: Several things make this business method unique. *Ramifications and novel features*

1. The subscriber can budget their donations as if they were one monthly bill.
2. The subscriber has a one-payment system for contributing to multiple organizations with a single payment. *This is a new and unexpected result.*
3. The user has the ability to change the organizations they donate to, and the amount they donate on a whim, unlike one-on-one subscription plans. *This is a new and unexpected result.*
4. The user can make tiny contributions (less than \$5) without bother or embarrassment as it is combined first with their other small donations, and with the knowledge that it will be combined with small donations from other subscribers. *This is a new and unexpected result*
5. The donation allows complete anonymity if desired.
6. The subscriber has options for automatically requesting tax receipts with every donation.
7. The subscriber has options for automatically requesting that they be removed from fundraising mailing lists. *This is a new and unexpected result.*
8. The organizations spend no money in raising these funds. *This is a new and unexpected result. It is also a synergistic effect not previously encountered in fundraising disciplines.*
9. The organizations can save money by deleting names of subscribers from their fundraising mailing lists, and save printing and postage. *This is a new and*

unexpected result. It is also a synergistic effect not previously encountered in fundraising disciplines.

The invention is “non-obvious” under the following:

- Workers in the field of fundraising have little or know experience in online data processing systems. The entire field is dominated by ask/receive batch processing, typified through either fundraising letters or through individualized requests to wealthy philanthropists.
- Investigations of online charitable clearinghouses (e.g., iChairty.com, donation-administrator.com, GiveSpot.com) have no subscription basis or mechanism at all. Not even a subscription for a single recipient organization, much less a means for donating to multiple organizations.
- The “remove from fundraising list” function is non-obvious because the existing dominate means for fund raising – mass mailing – benefits from maintaining such lists. This feature in the proposed system changes this. It now becomes beneficial to the organization to remove our customers from their fundraising lists as it saves them money. This entire concept is non-obvious to the industry.

2/10/00: Web search over past few days indicates nobody is doing subscription donations as a business model (some individual organizations have a web based subscription process, but it is only for their organization). There are a number of sites that allow one-time donations to one organization at a time. None provide for a monthly subscription, and none provide the ability to donate to many organizations with one payment.

6/3/00: Began reading manuals for PERL, MySQL and a few discarded technologies (msql, ASP, etc.).

8/10/00: Conducted a survey of pro 2nd Amendment activists (Gun Facts distribution list) using the Silicon Strategies web site to determine demand for the product created using the described business method. Results showed upwards of 50% of activists would use such a system. This drops to 38% if some of the money donated was turned into profit for the company. The latter indicates we should use an additive surcharge as opposed to deducting from the donations. And this also makes the whole calculation process simpler.

Comments from survey participants indicate that the business method has identified an unrecognized problem. Average citizens have limited funds and want to contribute more than they do now. The ability to budget their contributions as monthly payments addresses both issues simultaneously. It is the union of these two problems that combined are the previously unrecognized problem that is being solved.

9/21/00: Ordered Linux CD from EggHead to begin setting-up the development system.

10/13/00: Wrote “flow” outline to document the external representation and the internal functions of all software. This is the core of the technology of the invention – the processes that implement the business method.

10/30/00: Discussed business method with relatives while on vacation at High Hampton Inn in South Carolina. Exposed to father, stepmother, cousin Lauren Somprak, and others.

11/13/00: Started emailing web hosting services to check on their support for software support tools for FTC.

11/18/00: Began surveying volunteers that emails agreements for non-disclosure on look-feel elements, and web site design.

11/21/00: Registered domain name with Register.com.

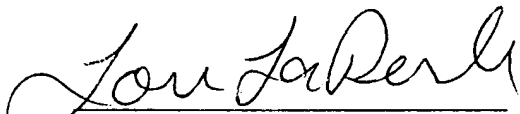
2/8/01: Contacted for web hosting services with 20after4 and began moving code to the publicly accessible web site.

2/11/01: Began beta test by sending invitations to the volunteer group.



Inventor

2-11-1
Date

The above confidential information is witnessed and understood by:


Witness

3/24/01
Date


Witness

03/24/01
Date